

FIG. 1

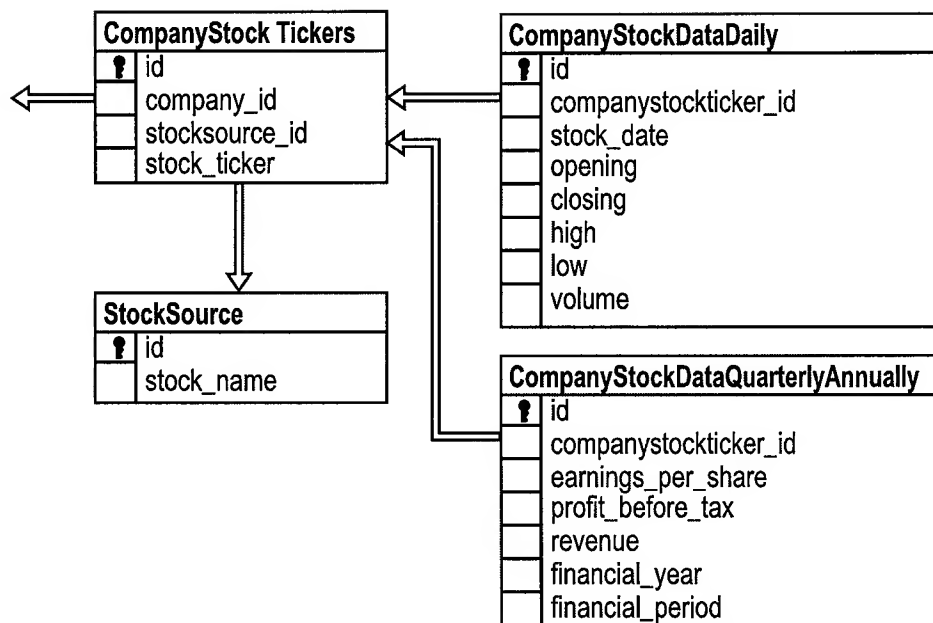


FIG. 2

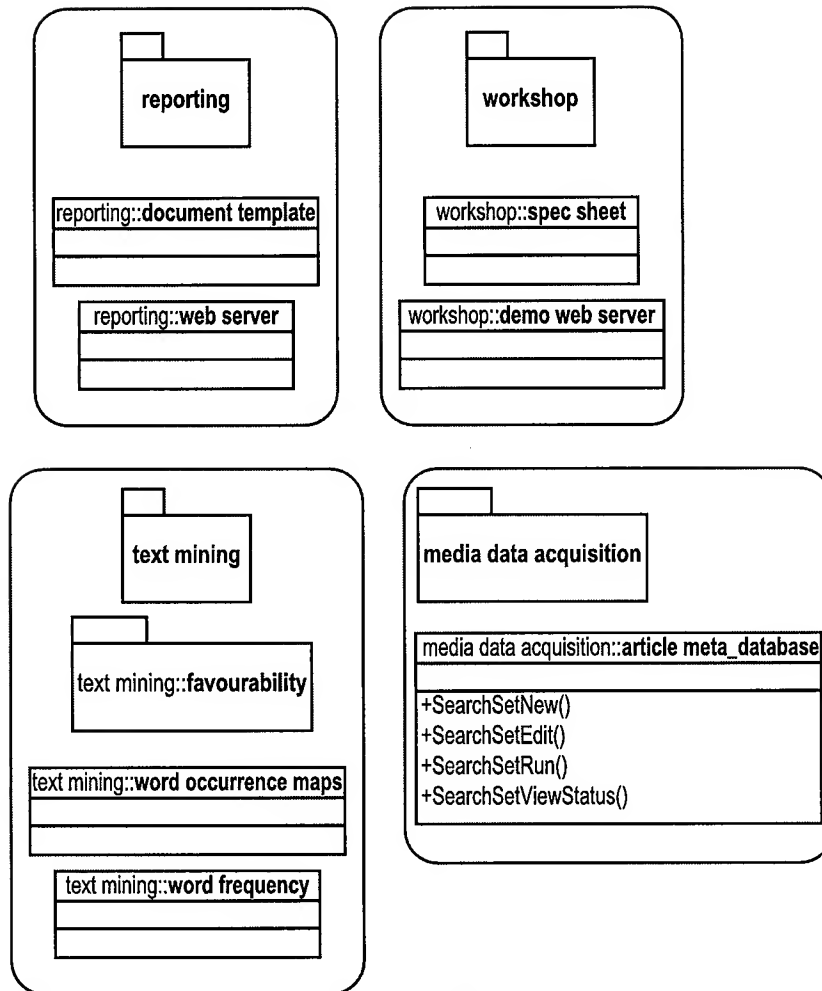


FIG. 3

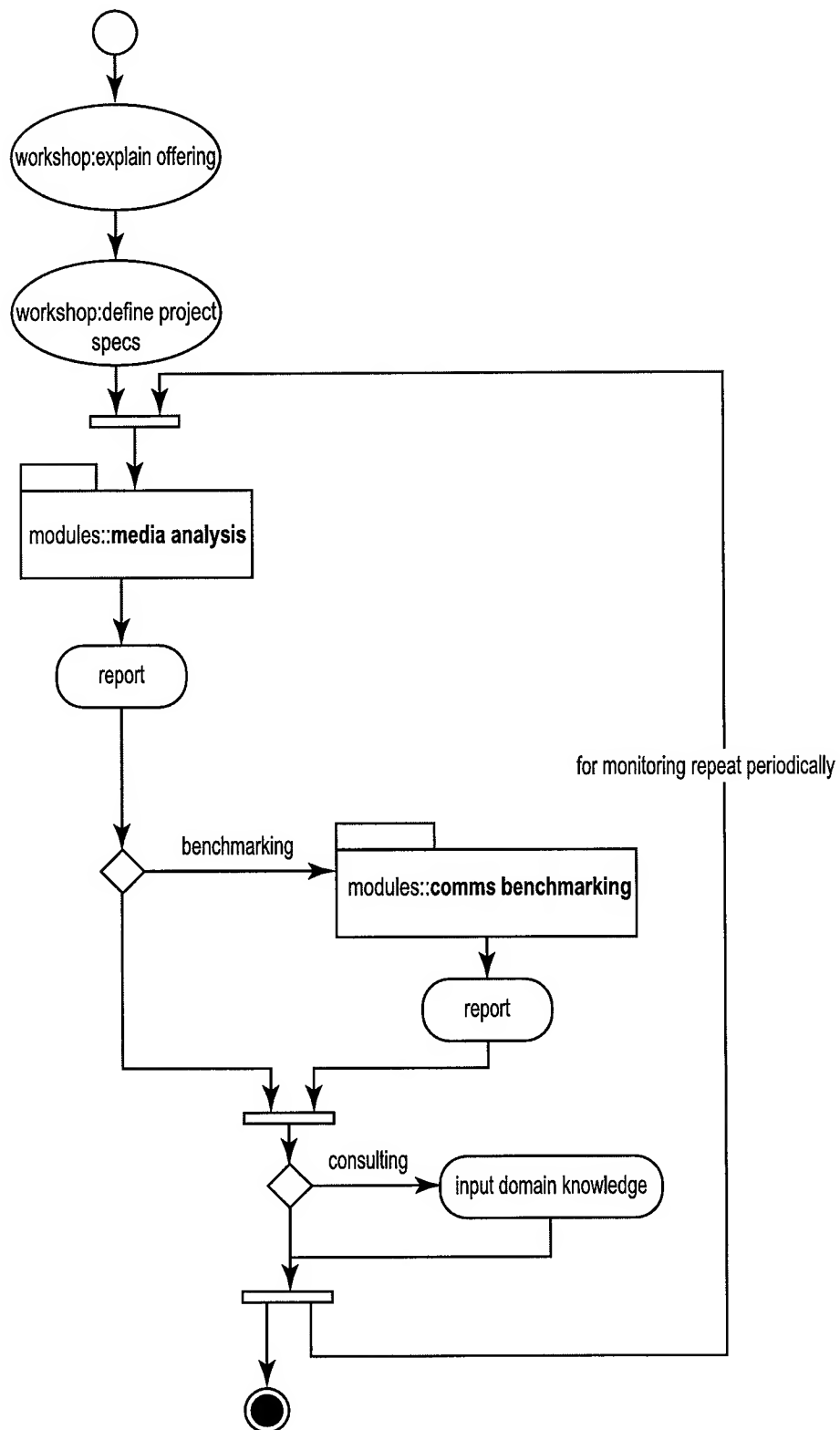


FIG. 4 Replacement Sheet

Search Set Name: test search set

Source Name:

Factive

Search Date Range:

01

-

01

-

2000

To

01

-

01

-

2003

By default, empty date entries will search all available articles. Dates are specified in (DD-MM-YY), with the first group representing the start date, with the second group representing the end date. Be sure to enter the full 4 digit year.

Common Criteria:

☐

 Subject Equals contracts & orders

Delete

Publisher Group

Equals

Add Common Criteria

Search Permutations

Field Name	List
1. Company	xx, yy, zz
2. Language	aa, bb, cc
3.	

Save Search Set

FIG. 5

	id	search id	generated_ne	last search	results
	18062	619	london_(in=(in	6/4/2003 6:35:47 PM	159
	18063	619	paris_(in=(i83	6/4/2003 6:35:55 PM	102
	18064	619	new_york_(in	6/4/2003 6:36:06 PM	171
	18065	619	toronto_(in=(6/4/2003 6:36:11 PM	24
	18066	619	madrid_(in=(6/4/2003 6:36:15 PM	82
	18067	619	moscow_(in=	6/4/2003 6:36:20 PM	64
	18068	619	leipzig_(in=(i8	6/4/2003 6:36:25 PM	47
	18069	619	havana_(in=(6/4/2003 6:36:30 PM	20
	18074	624	(china)_(hd=(6/4/2003 2:18:13 PM	200
	18075	625	(china)_(hd=(6/4/2003 2:18:21 PM	22
	18076	626	(hd=(3g_or_t	6/4/2003 2:21:22 PM	1341
	18077	627	(hd=(qualcorr	6/4/2003 2:21:54 PM	283
	18078	628	2012_(london	6/5/2003 11:49:20 AM	230
	18079	628	2012_(london	6/5/2003 11:49:31 AM	45
	18080	628	2012_(london	6/5/2003 11:51:01 AM	431
	18081	628	2012_(london	6/5/2003 11:51:41 AM	197
	18082	628	2012_(london	6/5/2003 11:54:14 AM	939
	18083	628	2012_(london	<NULL>	
	18084	628	2012_(london	<NULL>	
	18085	628	2012_(london	<NULL>	
	18086	628	2012_(london	<NULL>	
	18087	628	2012_(london	<NULL>	

FIG. 6

Result	
Search 1 of 3; zenec_atacand_2535722 all_wires_2002-01-01_2003-05-31 (SOV_ProdPubSet)	
Sample element 1 of 18; Current Article ID: 2134657	
Total article counter 1 of 73	
Title: EARNINGS PREVIEW: AstraZeneca Seen Highlighting Crestor...	
Pub Source:	Dow Jones International News Pub Date: 28-Jan-2002
Word Number: 925	Language: English
Summary: of DOW JONES NEWSWIRES LONDON-(Dow Jones)- U.K. pharmaceutical company AstraZeneca PLC (AZN) is expected to focus on the forthcoming launch of its potential blockbuster drug Crestor, which lowers cholesterol, when the company releases full...	
Favorability <input type="radio"/> Positive <input type="radio"/> Negative <input type="radio"/> Neutral <input type="radio"/> Blank <input type="button" value="Save"/>	
Issue:	
<input type="button" value="New Search"/> <input type="button" value="Select"/> <input type="button" value="Previous"/> <input type="button" value="Next"/>	

FIG. 7

Search

☐ ☐

Search Title: Company:

DB: Read held: Job:

Last executed at: Min word length: Max word length: SearchSet:

SELECT abc.searchresults.DATEPARTImm, dbo searchresults.pub_date AF [Month]
 DATE[PART](yy, dbo searchresults. pub I As Year FROM dbo SearchResults INNER JOIN
 db0 SearchPelmedDN cbo.SearchResults.searchrehmed_d - dbo.SearchRefned.id INNER JOIN
 dob Search ON dbo.SearchRefined search_id=dob.Search ID
 WHERE CONTAINS(searchresults.srippet,{PT}) I AND searchresults.pub_date 15 NOT NULL AND search.searchnet_id={ID}
 ORDER BY DATE PART I yy,searchresults pub_dateI. DATE PART I mm,searchresults pub_date]

Target peer(s) (comma seperated)

London

Mark	Search	Target peers	Read DB	Readfiled	Min word len	Max word len
<input type="checkbox"/>	OympicBid	Fiona	2bDb	lull	4	15
<input type="checkbox"/>	Search for for	Fiona	2bDb	lull	4	15
<input type="checkbox"/>	Search for Pa.	Palmano.Fiona	2bDb	lull	4	15
<input type="checkbox"/>	Lamoa	Lamcil.odinvest	2bDb	lull	5	15
<input type="checkbox"/>	Test For Eprex	proril	2bDb	lull	4	15

FIG. 8

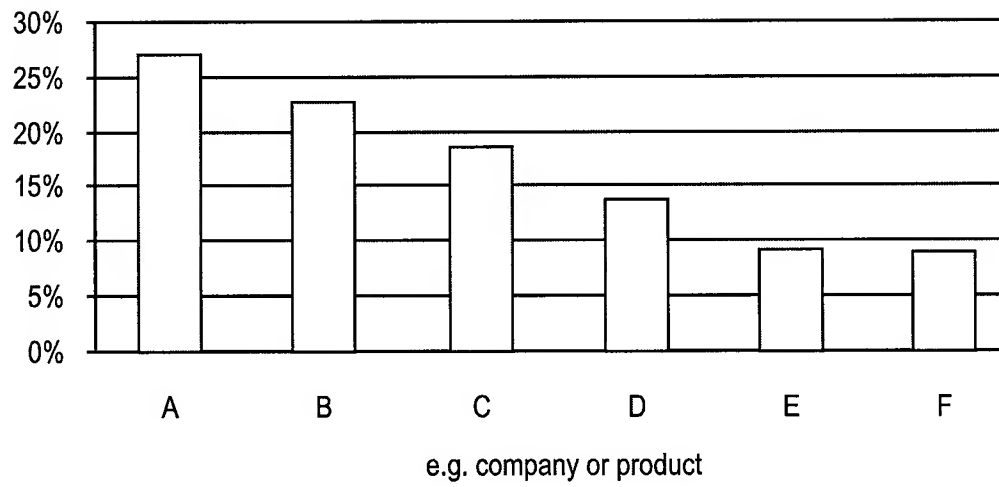


FIG. 9

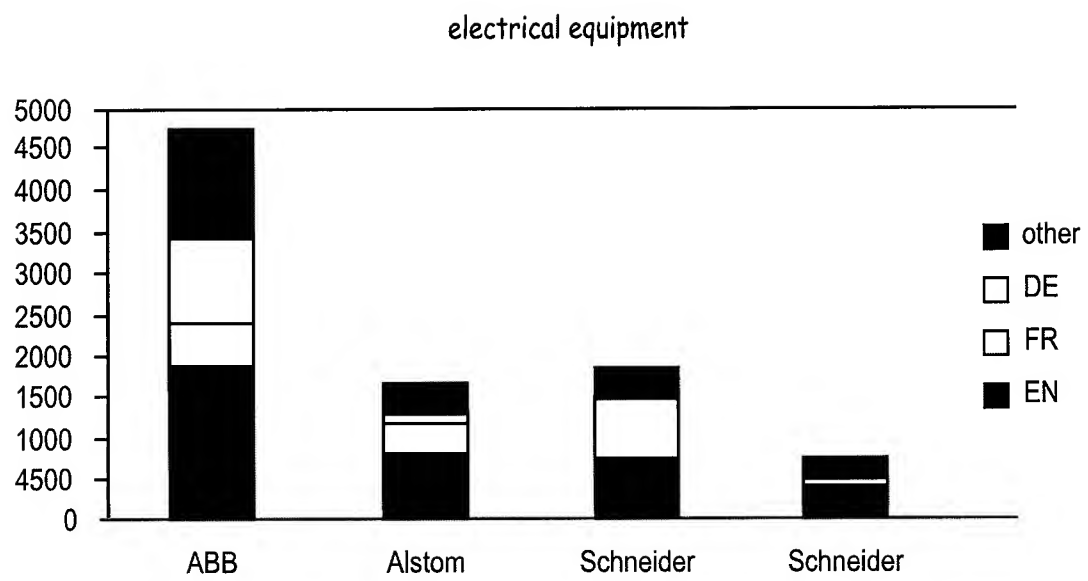


FIG. 10



FIG. 11

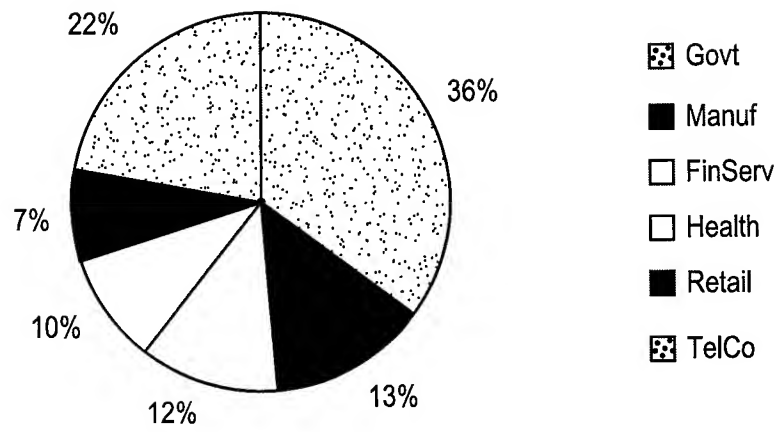


FIG. 12

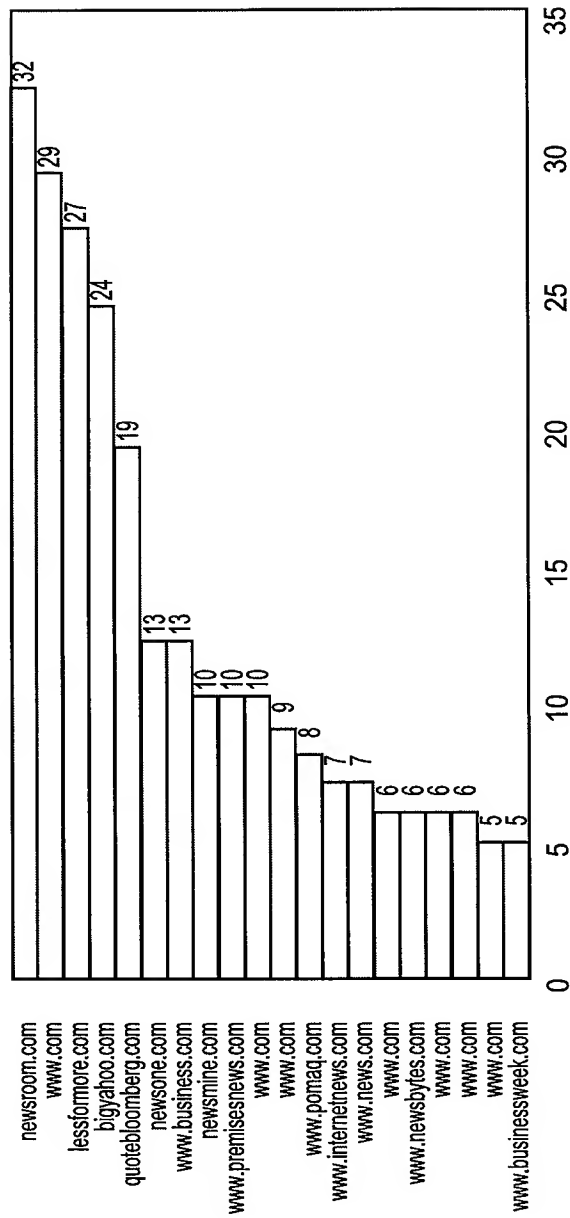


FIG. 13

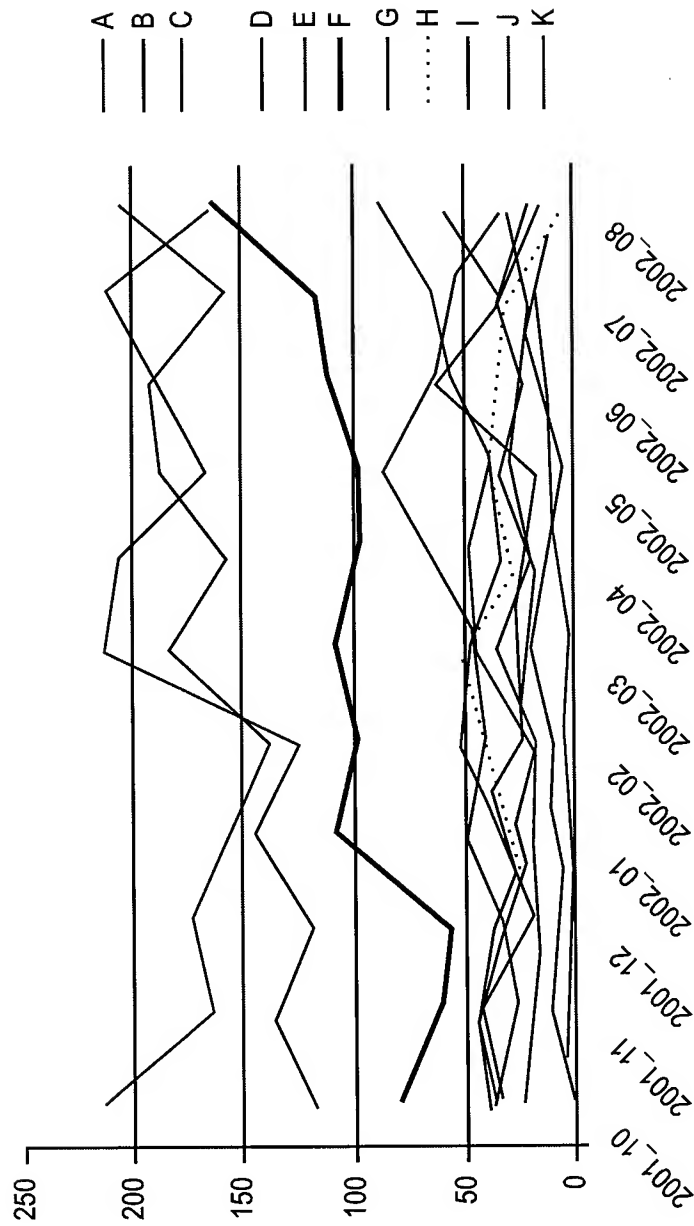


FIG. 14

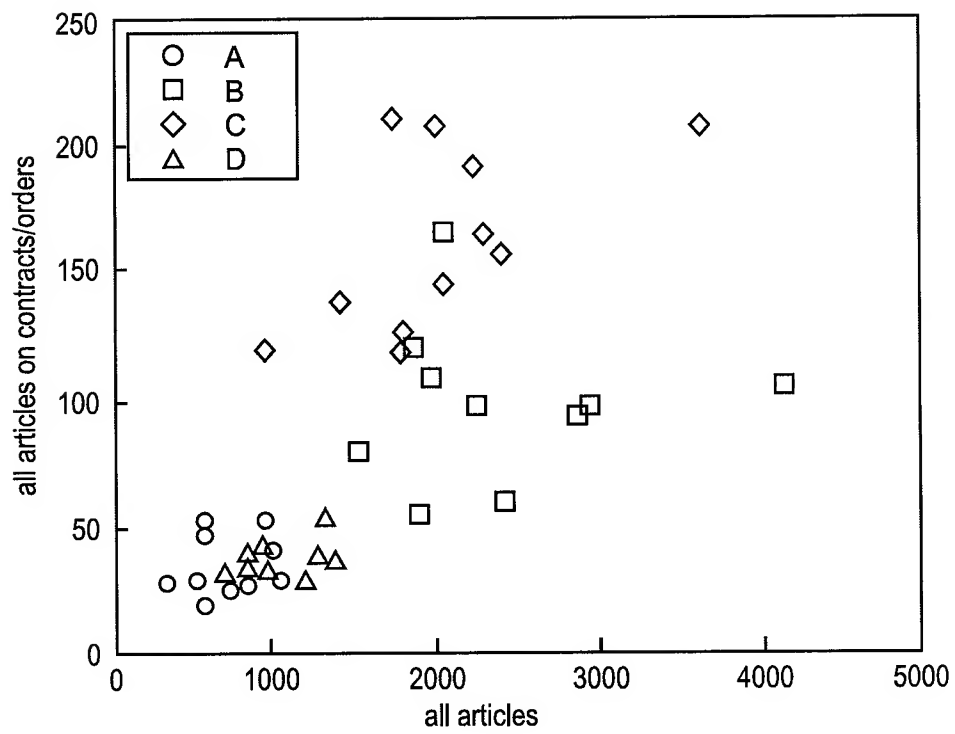


FIG. 15

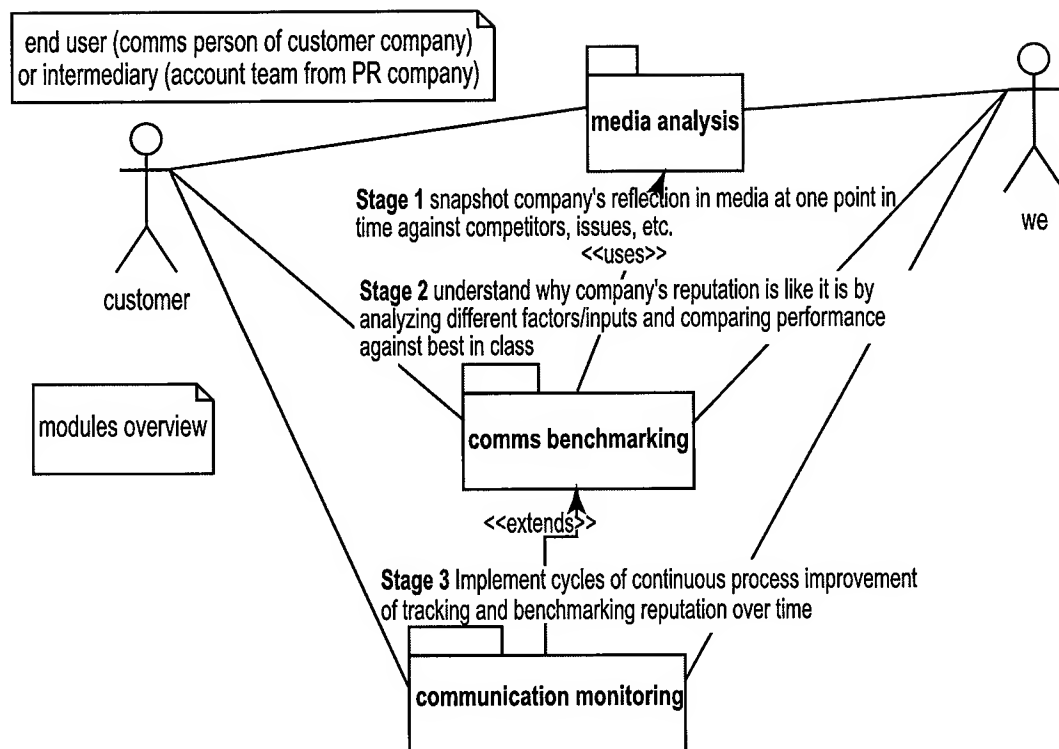
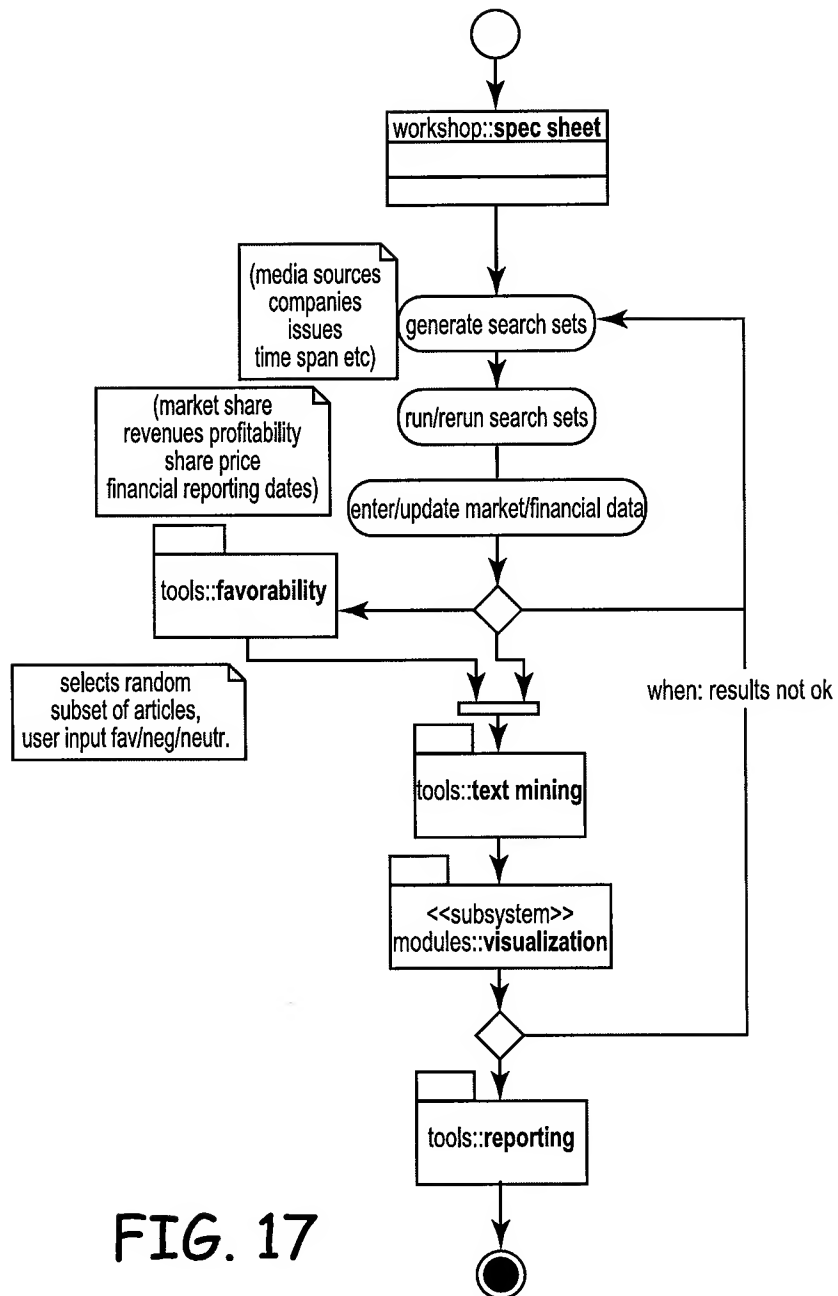


FIG. 16



METHODOLOGY

Gallery Pathways
Performance Grid

CORPORATE
Bu1
Bu2
Bu3
Bu4

NORTH AMERICA
LATIN AMERICA
EMEA
ASTA PAC
JAPAN

SHOW ME
WORST PERFORMANCE
BEST PERFORMANCES

FULL METRICS LIST

Metric
SHARE OF VOICE*
ISSUE COVERAGE
NEWSWIRE TRACKER
PRODUCT COVERAGE
PRESS FREQUENCY
FAVORABILITY

MINIATURE GALLERY VIEW
Business Unit
COMP.A
COMP.B
COMP.C
COMP.D
COMP.E
COMP.F
COMP.G

SEARCH FOR A GRAPH ☐
Period

FIG. 18